

ABSTRACT

Model Business Analysis of Airlangga University Hospital With Business Model Canvas and Blue Ocean Strategy in National Health Coverage System 2014

Business model and strategy which can be used to increase the utilization of the hospitals are Business Model Canvas and Blue Ocean Strategy. The objective of this study was to create a recommendation to increase the utilization of Airlangga University Hospital through marketing strategy with Business Model Canvas and Blue Ocean Strategy Approach in National Health Coverage System 2014. This was a descriptive observational research conducted cross sectional in October 2013- July 2014. The technique to collect data were questionnaire, checklist and indepth interview. The data utilized were both primary and secondary data. The Population of this study were the customer, the community and PPK 1 or primary health providers around 5 km from the hospital. There were 95 samples taken from the patient of the hospital, 97 samples from community and 47 PPK1 from around 5 km from the hospitals. The research result showed that in block key resources were very completed both in facility and human resources. Block key partnerships showed that the majority were public health centre. In Block key Activities were minimum and lack of standar, comparing with the regulation. Customer relationships showed a few programs that executed, while majority of the value proposition were risk reduction, accesibility and customization. In Block channels showed that the primary sources of information were friends and relatives while for the physicians were their colleagues. Conclusion :in order to increase the utilization of Airlangga University Hospital in National Health Coverage System in 2014 There should be a formal cooperation between PPK1 and AUH in diagnostic facility utilization and continuing Education, establish a new PPK1 in area that high density of people and few existing of PPK 1, perform a socialization program about the superior facility and medical Technology of AUH through PPK1 and PPK2 across Surabaya, considering Tropical Infection Hospital as part of Airlangga Hospital become PPK 3, perform a financial management which suitable with hospital, perform clinical governance and hospital management information system, establish cooperation with association of primary health care facilities and should perform and pass hospital accreditation KARS 2012.

Keywords: Business Model Analysis, Business Model Canvas, Blue Ocean Strategy, National Health Coverage System